



GREAT FALL OPENING

—AT—

THE HUDSON'S BAY STORES



ON SATURDAY OUR FALL OPENING COMMENCES. This magnificent exhibit of new wearables makes us enthusiastic, for seldom have the styles had so much distinction and tastefulness, and certainly never has better workmanship been displayed than in the Ladies' Suits and Coats which we have been so fortunate in securing and confining to this city.

Our Ladies' Ready-to-wear Department will undoubtedly present a very busy appearance on Saturday, so be sure and come early and get the first glimpse of the styles most recently shown in such fashion centres as London, Paris and New York, and the styles which will have the highest favor during the coming season. Many of them are exclusive, and an exact reproduction of Parisian and New York models. These beautiful garments solve the problem for ladies of refined taste, for they can be assured of being as correctly dressed as any of those who are residing in the world's centres of fashion. Our Suits and Coats are man-tailored, and stand out conspicuous as models of excellence and distinctiveness.

Advance Shipments of Furs

Every day brings to light some fresh shipment of furs. For the past few days they have been coming in great profusion, until now we have a splendid selection for your inspection. Remember the choicest furs are the ones that are always picked out first. We are even now beginning to sell furs, so don't delay until the cold weather is here. Now is the time to buy. Fur coats, fur lined coats, fur stoles and mufflers in all the latest Fall Styles.

The Fall Selection of Ladies' Coats and Suits is the Most Creditable Ever Shown

Worthy of particular note is the fact that by reason of the plain tailored styles being so strongly in vogue, a perfect fit can be secured. A host of styles are now being shown, in all colors and handsomely trimmed with braid and jet buttons etc. From

\$15.00 to \$45.00

See our special \$22.50 line, made from all wool plain and striped French Venetian cloth, trimmed with soutash braid and jet buttons, silk lined. The leading shades. **Special Price. 22.50**

Magnificent Showing of Ladies' Separate Skirts

In this comprehensive collection will be shown scores of new styles that will be making their bow to Edmonton ladies for the first time on Saturday. We have hundreds of skirts for you to select from, comprising a style selection that is so broad that the most discriminating can be suited.

One special line we are making a leader of. Several of our best selling lines have been thrown out for sale at the one price \$4.50. They are made from all wool broadcloths, venetians, panamas and worsteds, all prettily trimmed with soutash braid, buttons and self trimming. Sizes 22 to 36 bands. Lengths 36 to 42. **Special Price. 4.50**

Smart Styles in Ladies' Coats

Some strikingly stylish and pretty styles are now being shown in ladies coats. There is an air of distinction and individuality about them which at once stamps the wearer as being well dressed, while the materials are of the best quality. They must be seen in order to gain a correct conception of their smartness. From

\$7.50 to \$40.00

New Fall Styles in Ladies' Corsets

\$1.50 to \$6.00.

Before you buy your new fall suit it would be advisable to secure a correct corset and have it fitted. If you have not yet worn a pair of our celebrated Royal Worcester and Bon Ton Corsets, do so. Try them the next time, there are none better. A stylish, graceful, Perfectly Formed figure is the result of wearing these exquisitely fine corsets. Your new fall suit will then fit Perfect, because it will have a Perfectly moulded figure for a foundation. Why not have a Perfect fit? See us about it. All styles. From

\$1.50 to \$6.00

Special Display of New Fall Dress Goods

Dress goods direct from England and France have been piling in upon us for the last two weeks. Our stock is now complete with the choicest selection of new weaves and colors it has ever been our pleasure to show. Get your fall suit made up early before the rush commences. Our dressmaker Miss Grace with a large staff of experienced help is now at liberty to meet all your requirements. This she will be unable to do a little later on. We are showing some lovely materials this season, satin cloths, Queens cloths, broadcloths, venetians, poplins, serges and many other fancy weaves in all the latest fall shades. Prices range from 75c to \$2.00 per yard.

New Fall Velvets \$1.00 yd.

We have just opened up a very choice selection of mirror velvets, a direct importation from France. All the new fall shades are now in stock. These velvets are honestly worth **\$1.50 per yard.** **Special Price. 1.00**

Special Values in Ladies' and Children's Golf Jerseys

We are showing a large selection of ladies and childrens golf jerseys, hand knitted ranging in price from: Childrens \$1.00 to \$1.60. Ladies \$2.25 to \$4.50. Just the thing for these sharp chilly days.

New Fall Styles in Ladies' Footwear

An immense consignment of Edwin C. Burt's celebrated New York Shoes has just been opened up. Such dainty styles too, that we can't help but feel enthusiastic. Put the finishing touch to your new fall suit by wearing one of these smart distinctive styles. Both in style and wearing qualities these famous shoes are unequalled.

We are showing some very smart lines in Ladies' grey and black Button Swedes, also a full range of Patent and Vici Kid Bluchers. Prices to suit all pockets. These shoes will be shown for the first time on Saturday.

See This Magnificent Exhibit of New Fall Trimmings

It would be no exaggeration to say that never in the history of the store have we been able to secure such an elaborate and intensely interesting exposition of fashions final decree regarding Fall Trimmings as those which we now have. To describe them would be an utter impossibility, for there are no two alike and the rich harmony of colors totally baffles description. Some of the more elaborate trimmings are thickly studded with sparkling stones having the resemblance of Emeralds, Garnets, Rubys, Amethysts and Pearls. Our sample book is now ready for your inspection. Special Exhibit on Saturday.

SPECIAL—Exhibit of Art Needlework

Yourself and friends are invited to view an Exhibit of Silk Art Needlework, and to meet our expert teacher of silk embroidery in its various branches. This is an excellent opportunity for beginners and others to gain a knowledge of the newest style of work. Commencing Sept. 21st. to Oct. 3rd., hours 10 to 12 a.m. and 2.30 to 5.30 p.m.

Y.W.C.A. Parlors.

Childrens Class, Saturdays 10 to 12. Exhibit and lessons free of charge. Belding Silks, linens, and every other requisite being demonstrated with by the artist, (Miss White) are now to be found in our Fancy Dry Goods Section.

Special Attractions in Men's Fall Clothing

Our clothing section is making a special display of new fall styles and materials, that will be a revelation to the man who still believes, and is of the opinion that clothing of the finest quality and smartest styles must necessarily be custom made. We are showing a magnificent selection of smart natty suits for fall wear which will bear any comparison you like to bring with custom made goods. Then look at the difference in price; that is the crowning feature.

There is an air of respectability and distinction about our clothing which stands out conspicuous from others. An inspection of our clothing department will at once convince you of this fact.

Suits for business and every day wear, made from imported tweeds, worsteds and vicunas in all the new fall shades—browns, olives and greys, cut in both double and single breasted styles; perfect fitting, well tailored and lined through-out with the best linings. Ranging in price from

\$12.50 to \$30.00

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